Economic Development- Short Term

Task Force, New/Existing Business

Conduct survey during summer months to track visitors with same Businesses as Charette survey was conducted.

Work with the Greenwood Small Business Development Center to Actively support existing & new business.

Ninety Six should lobby to make sure its needs are addressed in the Work plans of the County and Partnership Alliance.

Database of available space in Ninety Six.

Ninety Six should place market research data and master plan Recommendations for public access and realtors.

Ninety Six should build a plan to pair space for desired development. Example: Restaurants and specialty shops

Seek to have downtown designated as a National Register Historic District.

Mid Term-

After Ninety Six has created a working database of available property, it should begin to actively market development Opportunities.

Ninety Six can partner with public and private agencies to build Incentives for new businesses & redevelopment. Local, state, federal grant opportunities.

Ninety Six should actively market its redevelopment and business Opportunities. Always utilize brand imagery and message created during the charette process.

Ninety Six should employ historic preservation methods to facilitate economic development. Example: National Register Designation.

Mid Term-

Look into the possibility of creating local design review for down-Town, resulting in protection of Ninety Six‘s historic resources. Establish an architectural review board. Establish historic

guidelines for downtown.

Long Term-

As Ninety Six implements the strategies of the master plan, the overall makeup of market and market opportunities will change.
In five years or so, Ninety Six should update this market analysis And refocus recruitment strategies based on new opportunities.

Earlier strategies focused on building economic development marketing pieces and create branded business recruitment package.

Community Branding-

Brochures to help recruit business and industry to Ninety Six

Brochures to help promote tourism to Ninety Six.

Ceremony for Spirit of 96 campaign.

Spirit of 96, local pride campaign for Ninety Six. Focus on local Clean up, local retail support and general pride among community.

Spirit of 96 House and Garden Flags for locals to show their pride for their Community.

Postcards